



S. RANDY ROBERTS  
DIRECTOR of GOVERNMENT RELATIONS

August 25, 2006

Docket Clerk  
Marketing Order Administration Branch  
Fruit and Vegetable Programs  
AMS  
United States Department of Agriculture  
1400 Independence Avenue, SW  
Stop 0237  
Washington, DC 20250-0237

RE: Tomatoes Grown in Florida; Docket No. FV06-966-1 PR; 71 Fed. Reg. 37014 (June 29, 2006)

I am writing to express Publix Super Markets, Inc's strong support for the proposed partial exemption of UglyRipe tomatoes from the shape requirements of the federal marketing order covering tomatoes grown in Florida (Marketing Order No. 966).

As a Florida based company who works hard to promote Florida products we have always believed that these great tomatoes should be available to all of our customers in our 5 operating states. There is a proven consumer demand for the UglyRipe tomato based in large part on its rich, "homegrown" flavor. But the shape restrictions of the current marketing order make it almost impossible to ship enough of the product to meet our customers' needs. As a simple matter of consumer choice, it is our belief that the UglyRipe should be available year-round.

We strongly encourage AMS to implement the proposed rule partially exempting UglyRipe tomatoes from the shape restrictions of the federal marketing order. Allowing this Florida product to be shipped out of our state year-round is ultimately good for all involved from farm to fork.

Thank you for your attention in this matter.

Sincerely,

A handwritten signature in black ink that reads "S. Randy Roberts". The signature is written in a cursive, flowing style.

S. Randy Roberts

cc: Charlie Bronson, FL Commissioner of Agriculture  
Adam Putnam, U.S. House of Representatives